

ABSTRACT OF THE DISCLOSURE

Information is received from a plurality of CRM/SFA sources within an operating environment and is mapped to specific business processes.

Transactional data, learning systems information, technical support information and usage data is aggregated and used to provide a dimensional model of the data. The present invention provides a mapping view of technology usage to one or more business practices and reflects, among other things, the extent to which customer relationship management technology is impacting sales representative performance.